

DD / S REGISTRY

FILE *Personnel 10*

10 NOV 1965

MEMORANDUM FOR: Director of Central Intelligence

SUBJECT : National Health Agencies Campaign

1. This memorandum transmits for your signature a letter to The Honorable Henry H. Fowler.

2. The proposed letter is in reply to a letter to you from Secretary Fowler, Chairman of the National Health Agencies campaign. The 1966 national campaign in support of the 12 National Health Agencies will be conducted in Federal installations throughout the United States which did not participate in the Combined Federal Campaign and among military personnel in overseas locations.

3. The Office of Personnel will submit for your signature memoranda to the four Deputy Directors requesting that they urge chiefs to encourage their personnel to contribute to the National Health Agencies as liberally as they can. It is suggested that you sign the attached letter to Secretary Fowler.

/s/ Emmett D. Echols

Emmett D. Echols
Director of Personnel

Attachments: A/S

Distribution:

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DDIS 65-5384

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17 NOV 1965

The Honorable Henry H. Fowler
The Secretary of the Treasury
Washington, D. C.

Dear Mr. Secretary:

Thank you for your letter of 1 November concerning the National Health Agencies campaign to be conducted in 1966 in Federal installations in the United States and among military personnel in overseas locations.

I am very pleased with the response of our employees in the Combined Federal Campaign, recently conducted in our Headquarters offices, and believe that the one-campaign effort with the voluntary use of the payroll allotment plan is an effective means of soliciting contributions for the local and national voluntary agencies participating in this combined appeal. We urge our personnel who are not in Headquarters offices to participate in campaigns conducted in their local areas for the support of health and welfare organizations. We are sending a message to Agency employees who did not have the opportunity to participate in the recent Combined Federal Campaign emphasizing the significance of the 1966 National Health Agencies campaign in our fight for better health.

I am glad to hear that you are serving as the Chairman of the National Health Agencies 1966 appeal and hope that this campaign to help carry on the vitally important services of these agencies will be a great success.

/s/ Emmett D. Echols

Sincerely,

Originator: 7 10 NOV 1965
Director of Personnel

Concur: SIGNATURE R. E. BARNETT 12 NOV 1965
Deputy Director for Support

W. F. Reborn
Director

Distribution:

O & 1 - Addressee 2 - DD/S
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DD/S 65-5275
 DIS REC. 324
 FILE Personnel

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CENTRAL INTELLIGENCE AGENCY OFFICIAL ROUTING SLIP			
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2	Director of Personnel		
3			
4			
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ACTION		DIRECT REPLY	PREPARE REPLY
APPROVAL		DISPATCH	RECOMMENDATION
COMMENT		FILE	RETURN
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Remarks:			
For action and preparation of a reply for DCI signature.			
SUSPENSE: 12 November			
FOLD HERE TO RETURN TO SENDER			
FROM: NAME, ADDRESS AND PHONE NO.			DATE
O/Executive Director			3 Nov 65
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DD/S 65-5275: Ltr dtd 1 Nov 65 to Admiral Raborn fm Chm., National Health Agencies, re: National Health Agencies campaign

00/5 65-5275
Executive Registry

THE SECRETARY OF THE TREASURY
WASHINGTON

65-64426

NOV - 1 1965

Dear Admiral Raborn:

I am privileged to have accepted an invitation to be the Chairman of the National Health Agencies 1966 appeal, conducted on-the-job among Federal civilian and military personnel. In the Washington, D. C. area and other areas, this appeal has become part of the Combined Federal Campaign conducted during the Fall months. Except in such areas, the National Health Agencies campaign will be held as usual during the early months of 1966 throughout the United States and among military personnel in overseas locations.

President Johnson's message regarding the National Health Agencies campaign is enclosed. Would you please convey the President's message and your own endorsement to the employees of your agency in locations other than those in which the Combined Federal Campaign is being held this Fall.

Thank you for your cooperation and your assistance in this important activity.

Sincerely yours,

Henry H. Fowler

Henry H. Fowler
Chairman
National Health Agencies
1966 Campaign

Vice Admiral William F. Raborn, Jr., USN (Ret.)
Director
Central Intelligence Agency
Washington, D. C. 20505

Enclosures: The President's Message
Message Check List

**THE WHITE HOUSE
WASHINGTON**

July 19, 1965

**MEMORANDUM FOR THE HEADS OF
EXECUTIVE DEPARTMENTS AND AGENCIES**

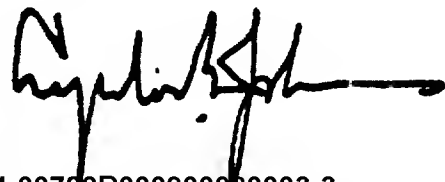
In the continuing effort to provide better health for all Americans, the National Health Agencies are longtime leaders in the fight against wasteful disease and disability.

It is my annual privilege to endorse the fund-raising campaign of the National Health Agencies in the Federal establishment. In some locations, the campaign is being conducted this Fall as part of a combined appeal. Overseas and in most domestic areas, the agencies will solicit members of the Armed Forces and other Federal employees independently early in 1966.

The participation of Federal personnel is valuable support for continuation of the voluntary programs of community services to patients, information and medical research by these agencies:

American Cancer Society
American Heart Association
Arthritis Foundation
Muscular Dystrophy Associations of America
National Association for Mental Health
National Association for Retarded Children
National Cystic Fibrosis Research Foundation
National Foundation - March of Dimes
National Multiple Sclerosis Society
National Society for Crippled Children and Adults
National Society for Prevention of Blindness
United Cerebral Palsy Associations

I would emphasize that each contributor may give to the agencies of his choice and that participation is entirely voluntary. Generosity is a proud tradition of the Federal service in support of such worthy works and I am confident that tradition will be proudly upheld in the campaign this year.





NATIONAL HEALTH AGENCIES

Message Check List of Key Points for the 1966 Campaign

President Johnson has officially authorized and personally endorsed the National Health Agencies on-the-job campaign among U. S. Government employees throughout the United States and overseas.

Since the first National Health Agencies campaign in 1957, thousands of Federal employees and military personnel have helped produce an increasingly successful record, both in terms of contributors and amount contributed, a record of generosity which we hope will continue in 1966. Through the medium of this campaign, Government employees and military personnel have repeatedly demonstrated their community responsibility and their generosity.

The 1966 campaign will be conducted during a six-week period between January 1 and April 30. The dates of the period may vary from one area to another, depending upon local circumstances. In the National Capital Area and certain other areas, the 1966 campaign is included in the Combined Federal Campaign concluded during the Fall of 1965.

Twelve National Health Agencies are participating in 1966. However, the number which are eligible varies from one area to another, depending upon local circumstances.

Contributions from an area go to that area's affiliates of the National Health Agencies. Contributors are urged to designate how they want their contributions divided. The National Health Agencies have agreed to divide undesignated funds in proportion to designated contributions.

Each contributor is provided with a sealable envelope in which to return his gift, thus guaranteeing absolute privacy. There are no agency dollar goals or quotas and no pledges. The goal of the campaign is 100% participation - a generous voluntary contribution from everyone.

Within the United States, the National Health Agencies campaign is conducted at the same time as the International Service Agencies campaign. Although they share the same campaign period, the two drives are otherwise entirely separate from one another.

The National Health Agencies solicit funds in order to serve all of us. In this context, President Johnson said: "These voluntary organizations are expanding their programs for reducing and eventually conquering many of the diseases and disabilities that afflict mankind. With each medical advance, our children and our children's children are assured of longer, healthier lives--an objective which all of us support."

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